

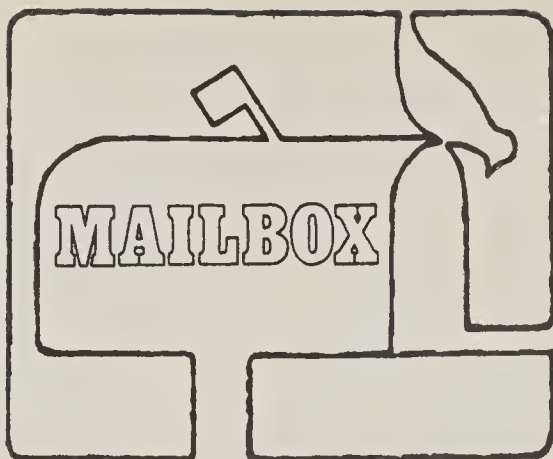
# Carolina Country

April 1981

Renaissance Style Fresco Inspires  
Rebirth of Abandoned Church  
See Pages 18-20







## Help Save Cape Hatteras Lighthouse

It seems that our state stands to lose a great deal if you don't help by writing your Congressman in Washington, D.C.: The reason is to get the Department of the Interior to save the Cape Hatteras Lighthouse, which is in danger of being washed away by ocean erosion.

Please help! This is important!

Scott H. Rigby  
Hiddenite

## DMSO A Rip-Off of Desperate People

My heart ached when I saw the ad on page 16 of *Carolina Country* January, 1981, issue: "DMSO". Unfortunately this is another rip-off of desperate people who are looking for a miracle cure of pain due to the ravages of rheumatoid arthritis - bursitis - tendonitis, etc.

First: DMSO, Dimethylsulfoxide, is a dangerous chemical if not used with care. Basically, it is a powerful solvent.

Not much scientific research has been done but the following is known. When applied to the skin (diluted with distilled water) it destroys the natural ability of the body to fight infection. It causes cataracts and blindness when applied to animals over a period of time. It is cancer causing and etc.

However, enough scientific work has not been done.

Unfortunately, the ill are being ripped-off. A drowning person grabs at a straw. Such people need protection. Your fine magazine surely doesn't want to promote such a product. Please investigate the matter.

William G. Modl  
Goldsboro

*This substance is quite controversial, but does in fact carry a clearance by the Food and Drug Administration for the treatment of a rare bladder infection and as a veterinary medication for horses.*

*FDA officials agree with you that more scientific study of DMSO must be done to establish its effectiveness and safety for other applications. That's why they've not yet given it clearance for other uses.*

*Meanwhile, because it has a limited FDA approval, it can be legally prescribed for other purposes —although many doctors are reluctant to do so.*

*In view of all this, it would be prudent for anyone seeking relief from pain to consult a doctor before using this or any other product.*

*Carolina Country does not in any way endorse DMSO or any other product or service advertised in the magazine. See "Carolina Country Advertising Standards" below.*

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# Troubling Budget-Trimming Tactics

In its zeal to turn the American economy around, the Reagan Administration has been playing somewhat "fast and loose" in presenting its case for cuts in the rural electrification loan program:

- In a Senate committee hearing, an alert Sen. Mark Andrews (R-N.D.) confronted the Administration's budget hatchetman, Office of Management and Budget Director David Stockman, with a glaring financial discrepancy. Sen. Andrews pointed out that one proposed cut would replace 2 percent loans, which have been going to low-density areas, with 5 percent loans, for a savings of \$175 million this year.

## "Screwly Decisions"

Said Sen. Andrews: "Now I don't know what kind of stuff they've been cooking over there at OMB, but this proposal will only result in a savings of \$175 million, not \$175 million, and if the President is going to be making decisions on that kind of information, they're going to have a lot of screwly decisions."

- Rep. Virginia Smith (R-Neb.) found a serious flaw in one of the Administration's primary arguments supporting the cuts: That rural electric rates are 8 to 12 percent lower than those of urban utilities. Rep. Smith pointed out that the co-ops' rates are actually 10 to 12 percent higher, and the proposed changes would further skew that ratio.

She also pointed out that the higher electric rates would be especially hard

on irrigators and other agricultural producers, and would "raise the cost of food."

- In a House committee hearing, Rep. Neal Smith (D-Iowa) challenged Stockman and Treasury Secretary Donald Regan on the plans to discontinue use of the Federal Financing Bank by the Rural Electrification Administration for loan guarantees to cooperatives.

The FFB functions as a coordinating agency for all federal and federally assisted borrowings from the private money market.

Eliminating this avenue of financing for REA projects "may be counter-productive" because they would raise the cost of building plants, without cutting the budget, Rep. Smith said, adding that such proposals "don't do what you really want them to do."

Stockman said the change would mean the co-ops "will be paying a slightly higher interest rate, but not at all a burdensome one."

Projections by a National Rural Electric Cooperative Association economist show that the plan would cost the nation's co-ops \$5.4 billion in additional interest over the next decade.

The proposal would in no way decrease the amount of money needed by rural electric systems, but it would force the borrowers to pay higher interest rates.

These incidents are examples of an almost cavalier attitude which Administration officials have exhibited

toward the proposed changes in the rural electric program.

## Campaign Pledge Ignored

They were conceived without consultation with the nation's rural electric leaders, although President Reagan made a campaign pledge to propose changes in the program only after such consultation.

They are being promoted as part of an "even-handed" approach to budget cuts, although the elimination of FFB financing is being proposed solely for the rural electric program.

And they are described as an essential element in the Administration's attempt to reduce government spending and inflation, although little evidence has been offered to demonstrate that the changes would help achieve either of these desirable goals.

Leaders of rural electrification are understandably disturbed by both the substance of the proposed changes and the "fast and loose" tactics with which they're being sold to the American people and Congress.

What's even more troubling is the question raised by those tactics: If they're being used on the rural electric programs, what assurance is there that the same tactics are not underlying other budget-cutting proposals?

"Fast and loose" might be an appropriate style for an action adventure out of "Death Valley Days," but it has no place in the political drama now playing along the banks of the Potomac.

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# New Managers Appointed at Two EMCs

## Eugene Brown Takes Reins At Roanoke

A 10-year veteran employee of Roanoke Electric Membership Corporation, Rich Square, has been named general manager of the cooperative, succeeding Vernon E. Taylor.

Eugene W. Brown Jr., a Rich Square native who has served as the EMC's assistant manager for the past five years, assumed the chief executive's post March 1.



Taylor



Brown

Taylor, a 40-year veteran employee of the EMC, retired after having served

as manager since 1944.

Taylor, who was involved in building the co-op's first lines as a construction worker in 1938, joined the EMC as line superintendent in 1940.

He has been a leader in the development of the statewide organization of North Carolina EMCs, and has played a major role in organizing both state and national political action groups representing the rural electric program.

### Former Rich Square Mayor

He's a former mayor of Rich Square and has served on the Board of Trustees of Meredith College in Raleigh.

Brown, a Rich Square native, is a graduate of the University of North Carolina at Chapel Hill.

The U.S. Army veteran was employed by the Choanoke Area Development Association for two years prior to joining Roanoke EMC.

At the co-ops, he has served as director of member services and administrative assistant as well as assistant manager.

He is married to the former Opal Elena King of Woodfield, Md. They have two children.

The Browns are members of Rich Square United Methodist Church.

## Patterson Appointed At Pee Dee

A 20-year veteran employee of Pee Dee Electric Membership Corporation, Wadesboro, has been named general manager of the cooperative, succeeding Heyward H. McKinney.

Emmett Patterson, who has served the EMC's staff assistant for the past years, assumed his new duties on April 1.



Patterson



McKinney

McKinney, a 40-year veteran employee of the EMC, retired after having served as manager since 1960.

McKinney joined the co-op in 1960.

He played a leadership role in the development of the statewide organization of North Carolina EMCs and has long been active in the work of the National Rural Electric Cooperative Association.

### Served On State Board

He also served on the North Carolina Board of Conservation and Development under the administration of Gov. Bob Scott.

Patterson joined the co-op in 1960 as director of member services and served in that capacity until 1964, when he left to complete a master's degree in business administration at the University of North Carolina at Chapel Hill.

After completing the graduate degree, he returned to the EMC as staff assistant.

Long active in the statewide EMC Employees' Credit Union, Patterson has served as its president for the past three years.

He has been both a deacon and elder in the First Presbyterian Church of Wadesboro, and is a member of the Wadesboro Rotary Club.

He is married to the former Emma Mears of Blacksville, S.C. They have two children.

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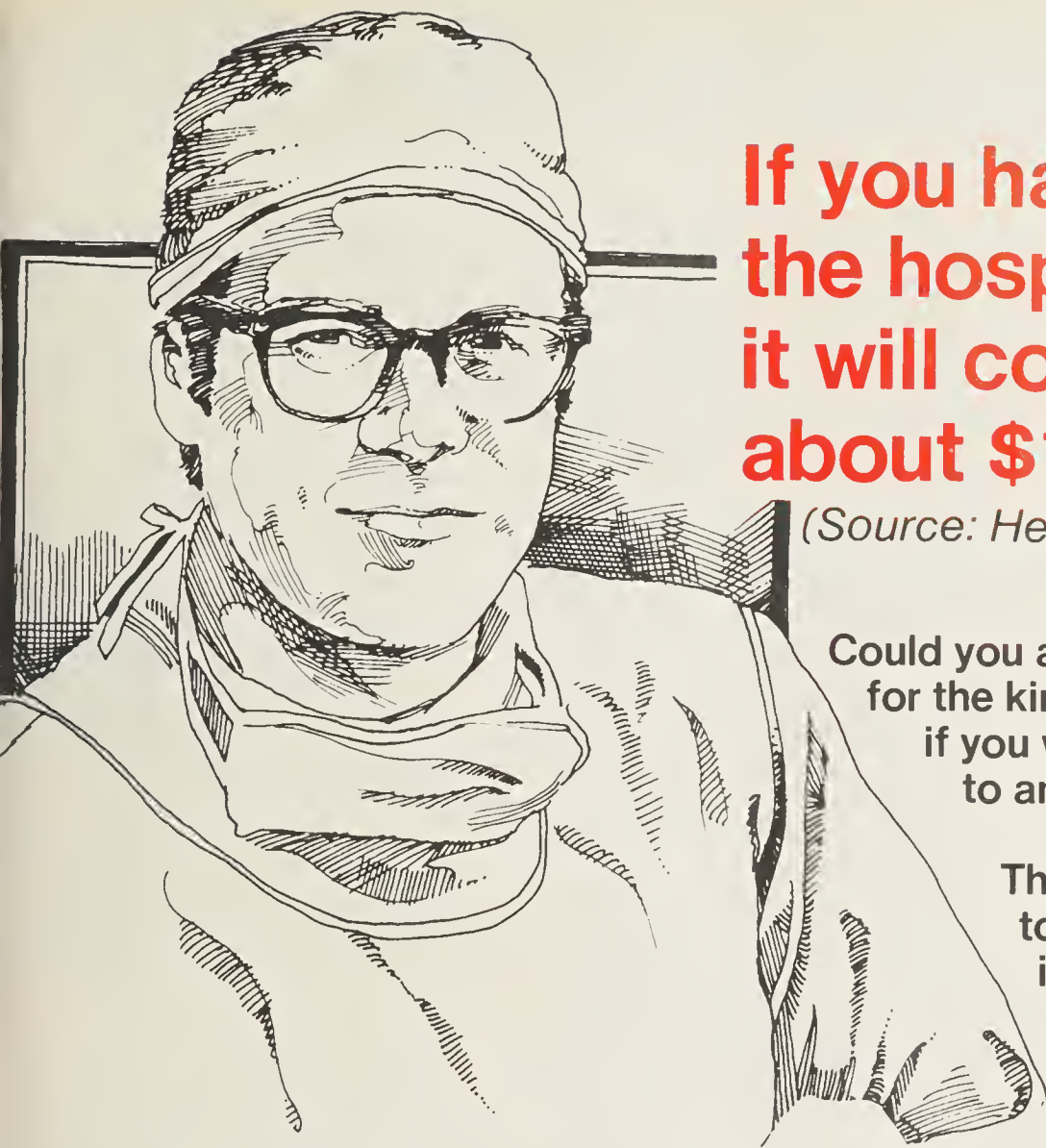
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## Jones-Onslow Director Joins Statewide Boards

Hugh L. Batts of Rt. 1, Hampstead, a director of Jones-Onslow Electric Membership Corporation, Jacksonville, has been appointed to the boards of two statewide rural electric organizations.

He'll serve as one of the co-op's two members on the board of the North Carolina Association of Electric Cooperatives and as a member of the delegate body of Tarheel Electric Membership Association. The former serves as the statewide trade association for the EMCs, while the latter is a central purchasing and supply operation serving the co-ops.

Batts, who has served on the Jones-Onslow EMC board since 1961, was appointed to fill the unexpired terms of the late James Melton of Rt. 2, Hubert.

## Edenton Pilgrimage Set For April 24-26

The Edenton Woman's Club, in cooperation with the Edenton Historical Commission, will sponsor its Biennial Pilgrimage of the homes

## Cover Photo By Noted Wildlife Photographer

This close-up look at a male cardinal was photographed by John Trott of McLean, Va., who has been stalking birds with a camera for about 30 years.

Trott is a native of the Stanly County community of New London. His bird photos have been featured in various wildlife publications and books.

The photo, Copyright 1980, John Trott, is from *Birds of the Carolinas*, edited by Eloise F. Potter, James F. Parnell and Robert P. Teulings. Copyright, 1980, University of North Carolina Press.

We're grateful to the publisher for allowing us to use the photo's color separations for our cover.

and gardens of historic Edenton and the countryside, April 24-26.

The three-day event will give guests an opportunity to enjoy rich architecture and beautiful gardens of this colonial capital. Ten private homes that are open to the public only during this special time, including Leigh House (1759), Littlejohn (c. 1791), and Wessington (1850), and seven historic public buildings will welcome visitors for a guided tour. A number of special events are also planned for the occasion.

Tickets for the pilgrimage may be purchased for \$10 per adult for the full three days of tours. Student tickets and admission for individual sites will also be available.

For reservations and complete information, call 919-482-3663 or write Edenton Biennial Pilgrimage, P.O. Box 464, Edenton, NC 27932.

## Blue Ridge EMC Gets Conservation Award

Blue Ridge Electric Membership Corporation, Lenoir, has won a 1981 energy conservation award from *Power* magazine for its involvement in the wind turbine generator research project at Boone.

The magazine's editor cited the co-op for having "set a pacemaker's role in conserving our nation's energy resources."

## Aycock Named Executive Of Agribusiness Council

M. Edmund Aycock, retired banking executive and present chairman of the Wake County Board of Commissioners, has been named to head the staff of the North Carolina Agribusiness Council.

Aycock, a native of Wayne County, is a 1936 graduate of N.C. State University. For a number of years he worked in the Agricultural Extension Service and then served as general manager of a large farm operation in southeastern North Carolina.

He joined Wachovia Bank in 1955

and retired in 1978 as vice president in the corporate banking department in Raleigh. He was elected a Wake County commissioner in 1978 and was named chairman in December, 1979.

Aycock has been active in numerous agriculture related organizations including the Farm Bureau, cattleman's association, pork producers, egg marketers and the Grange. In addition, he has been an active alumnus of N.C. State and served as president of the alumni association.

## Energy Corporation Gets First Director

A division manager of the Federal Solar Energy Research Institute in Golden, Colo., has been named by Gov. James B. Hunt Jr. to the post of director of the North Carolina Alternative Energy Corporation.

He is Jon M. Veigel, who has also worked with the California Energy Commission.

Veigel, who will begin work May 1, was selected after a nationwide search by the corporation's board.

The agency is an alternative energy research and development organization supported by the state's power suppliers.

## "Getting Into Print" Seminar Set For May 2

A one-day seminar exploring how genealogists, local historians and folklorists can get their work published has been scheduled for May 2 at Isothermal Community College in Spindale.

The seminar, co-sponsored by the college and the North Carolina Division of Archives and History, will feature sessions by writers, historians, editors and publishers.

For additional information on the seminar, call or write Carl Williams, dean of continuing education, Isothermal Community College, P.O. Box 804, Spindale, N.C. 28160. Phone: (704) 286-3636.

## EMC Employee Named To N.C. REA Board

Wilton Rowe of Rt. 3, Snow Hill, electrification advisor with Tri-County Electric Membership Corporation, Goldsboro, has been appointed by Gov. James B. Hunt Jr. to the five-member board of the North Carolina Rural Electrification Authority.



Rowe, who has been with the Tri-County EMC for the past 22 years, succeeds the late James S. Melton of Rt. 2,

Hubert, a director of Jones-Onslow EMC, Jacksonville.

Prior to joining the EMC, Rowe served as Greene County electrical inspector and as managing editor of the Snow Hill *Standard Laconic*. In

addition to his EMC work, he has taught electrical courses as part of Wayne Community College's extension program.

Rowe resigned from the N.C. Department of Corrections to accept the N.C. REA appointment.

N.C. REA is a state agency which reviews all applications for federal loans from Tar Heel electric and telephone cooperatives before they are submitted to the Rural Electrification Administration in Washington.

## N.C. AEC Board Cites Retiring EMC Managers

Retiring managers of two North Carolina Electric Membership Corporations have been cited by the Board of Directors of the N.C. Association of Electric Cooperatives.

In separate resolutions, the board

paid tribute to Vernon E. Taylor, who retired recently as manager of Roanoke EMC, Rich Square, and Heyward H. McKinney, who retired recently as manager of Pee Dee EMC, Wadesboro.

(See related stories, Page 4)

Both men have been involved in the rural electric program for the past 40 years.

Taylor, who became manager at Roanoke EMC in 1944, has the state's longest record of service as an EMC manager. He was cited for his service to rural electrification, to his community and to local, state and national Boy Scout organizations.

McKinney, who became manager at Pee Dee EMC in 1946, was cited for his active work in state and national rural electric programs and for his many contributions to civic affairs in Anson County.



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# Money's Rising Cost Reflected By Electric Bills

*This column was written by Robert D. Partridge, executive vice president of the National Rural Electric Cooperative Association.*

Most likely one of the biggest portions of your electric bill goes for interest payments on the money borrowed to build power plants and power lines. That share is growing larger each year, at a rate so fast it's hard to believe.

Interest rates are getting a lot of attention these days, and with good reason. They're too high. Expensive money hurts everyone, especially farmers, whose normal way of doing business depends on credit, as well as just about everyone in rural areas or small towns who pay higher prices simply because they are far from production and population centers.

## Basic Costs Enormous

In the case of rural electric cooperatives, there are a few ingredients that make things even tougher. The basic costs are enormous: Power plants cost \$1 billion or more to build today and the mortgage payments extend over a 35-year period.

Even fractional increases in interest rates can quickly add up to millions and billions of dollars. Dollars that show up on your electric bill.

At the cooperatively-owned Laramie River Station in Wyoming, the cost of interest accounts for 45% of the cost of electricity sold to distribution co-ops. Fuel for the coal-fired plant makes up only 26% of the cost.

The two generation and transmission co-ops in Kentucky, which provide power for the smaller distribution co-ops, have seen just what they pay in interest rise an astounding 1,833% between 1970 and 1980. By 1986, their interest payments will equal their total 1980 revenue.

It becomes easy to see why interest rates are so important, and why we're so concerned about Reagan administration proposals to raise the interest rates on loans made to electric co-ops through the Agriculture Department's Rural Electrification Administration.

Two of the proposed changes show how small changes in interest rates can

make a big difference in electric rates.

President Reagan wants to eliminate the REA insured loan program that provides 2% loans to the neediest distribution co-ops, replacing them with the standard rate of 5% (which is actually more like 7% because 30% of those loans must come from non-REA sources at higher interest rates). Those loans come from a self-replenishing REA fund that was set up in 1973. Although only 140 co-ops are eligible for that special 2% rate, the proposed increase would cost them a total of \$503 million in the next 10 years.

Reagan also wants to cut REA off from using the Treasury Department's Federal Financing Bank for loan guarantees. When the REA gives a U.S. government guarantee that a loan for a project will be paid back, lenders are willing to shave a couple of percentage points off the interest rate. Further, by channeling these guarantees through the FFB, lenders are willing to reduce the interest rate by another one to one-and-a-half percent. Again, that may not sound like much, but without the use of FFB, co-ops, and consumers would pay an additional \$5.4 billion just in higher payments in the next 10 years.

All of this assumes, however, that a generating and transmission co-op, going alone to Wall Street with just an REA loan guarantee, could get a loan at

all. The FFB appeared in 1974, about the same time the loan guarantee program began, so no one really knows what life would be like for such co-ops without the bank. The U.S. government has little trouble borrowing money. A lone co-op, even with a guarantee, is not nearly as good a risk in the eyes of a banker, and a co-op could very likely find itself unable to find a willing lender.

Another example of how interest rates can have large impacts can be found in the way the FFB pays for itself.

## Bank Earns Profit

By charging co-ops a mere one-eighth of a percent interest on the \$1 billion a year of loan guarantees, the bank makes \$6 million a year — much more than enough to pay its administrative expenses. The builders of the cooperatively-owned Antelope Valley Station in North Dakota estimate that elimination of the FFB would raise the price tag on the plant by about \$18 million a year.

There's another story here that's harder to tell with numbers: In some cases a co-op will simply not be able to afford the higher cost of money, and a generating plant, or power line, will simply not get built. In those cases, the cost will not show up in higher rates but poor service.

## Public TV: A "Bargain" That Must Be Paid For

Public television is one of the best bargains in this state, but even a bargain must be paid for. That's why the UNC Center for Public Television needs and deserves the support of all of us . . .

Public TV in North Carolina, with its statewide network of stations, has always depended in part on voluntary contributions. But now, with federal budget cuts likely, the need for donations has increased.

Response to this year's fund-raising drive so far has been excellent, but the center must raise at least another \$100,000 to maintain its quality programming in the fine arts and other categories.

Public television serves everyone, regardless of where they live or how much money they make, offering great music, dance, drama and education through such programs as "Live From Lincoln Center," "Masterpiece Theater", and "Sesame Street".

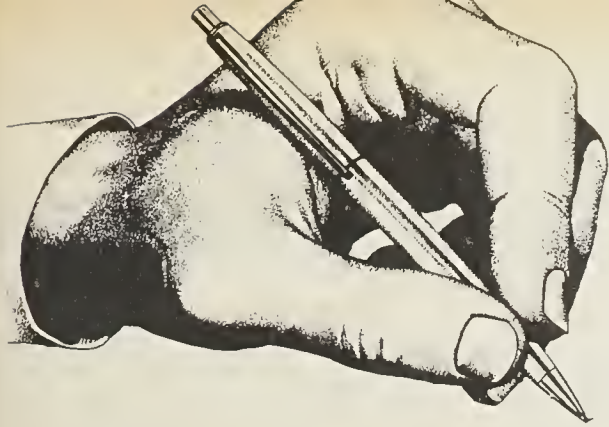
But the center needs money to continue buying such programs.

Your contributions to the UNC Center for Public Television will help maintain its success and your enjoyment.

—WRAL-TV Editorial

Contributions should be mailed to: UNC Center for Public Television, 202 University Square, Chapel Hill, N.C. 27514.





# Dear Senator. . .

**A Veteran Congressman Offers Some Advice About How To Effectively Present Your Views To Your Elected Representatives In Washington.**

The Honorable Morris K. Udall of Arizona, a member of the House of Representatives since 1961, offered the following advice in the Congressional Record in 1977.

Surprisingly few people ever write their Congressman. Perhaps 90 percent of our citizens live and die without ever taking pen in hand and expressing a single opinion to the man or woman who represents them in Congress—a person whose vote may decide what price they will pay for the acts of government, either in dollars or in human lives.

This reluctance to communicate results from the typical and understandable feelings that Congressmen have no time or inclination to read their mail, that a letter probably will not be answered or answered unsatisfactorily, that one letter will not make any difference anyway. Based on my own . . . experience, and speaking for myself, I can state flatly that most of these notions are wrong. On several occasions a single, thoughtful, actually persuasive letter did change my mind or cause me to initiate a review of previous judgment. Nearly every day my faith is renewed by one or more informative and helpful letters giving me a better understanding of the thinking of my constituents.

Mail to today's Congressman is more important than ever before. In the day of Clay, Calhoun, Webster, and Lincoln, Congressmen lived among their people for perhaps nine months of the year. Through daily contacts in a constituency of less than 10,000—I represent 10 times that many—they could feel rather completely informed on their constituents' beliefs and feelings. Today, with the staggering problems of government and increasingly long sessions, I must not only vote on many more issues than early-day Congressmen, but I rarely get to spend more than 60 days a year in Arizona. Thus my mailbag is my best "hot line" to the people back home.

## **Fundamentals on Writing**

- Address it properly

*House of Representatives:*  
Honorable (Full Name)  
U.S. House of Representatives  
Washington, D.C. 20515  
Dear Mr. (Last Name)

*Senate:*  
Senator (Full Name)  
U.S. Senate  
Washington, D.C. 20510  
Dear Senator (Last Name)

- Identify the bill or issue you are writing about. Give the bill number or describe it by popular title ("clean air," "minimum wage," etc.).
- The letter should be timely. Sometimes a bill is out of committee, or has passed the House before a helpful letter arrives. Inform your Congressman while there is still time to take effective action.

• Concentrate on your own delegation. The representative of your district and the senators of your state cast your votes in the Congress and want to know your views. . . . but there is a "congressional courtesy" procedure which provides that all letters written by residents of my district to other Congressmen will simply be referred to me for reply, and vice versa.

• Be reasonably brief. . . . I recognize that many issues are complex, but your opinions and arguments stand a better chance of being read if they are stated as concisely as the subject matter will permit. It is not necessary that the letters be typed—only that they be legible—and the form, phraseology, and grammar are completely unimportant.

Whatever form your letter takes I will welcome it. But to make it most helpful I could suggest these "do's" and "don't's."

## **DO's**

- Write your own views—not someone else's. A personal letter is far better than a form letter or signature on a petition. I regret to report that form letters often receive form replies.
- Give your reasons for taking a stand.
- Be constructive.
- If you have expert knowledge, share it with your Congressman. I can't possibly be an expert in all. . . . fields; many of my constituents are experts in some of them. I welcome their advice and counsel.
- Say "well done" when it's deserved. Congressmen are human, too, and they appreciate an occasional "well done" from people who believe they have done the right thing. I know I do. But even if you think I went wrong on an issue, I would welcome a letter telling me you disagreed; it may help me on another issue later.

## **DON'T's**

- Don't make threats or promises, and don't berate your Congressman.
- Don't become a constant "pen pal," writing on every issue being considered.
- Don't demand a commitment before facts are in.

## **CONCLUSION**

I need your help in casting these votes. The "ballot box" is not far away. It is painted blue and it reads "U.S. Mail."



# 32 Scholars Selected For Smithsonian

The world-renowned Smithsonian Institution in Washington, D.C., will become a classroom and laboratory for 32 top rural North Carolina high school students this spring.

The students were selected to attend two seminars at the Smithsonian during regional judging sessions held across the state at eight locations in late February. The seminars are sponsored by the North Carolina Association of Electric Cooperatives and the Smithsonian, with aid from a grant from the Z. Smith Reynolds Foundation in Winston-Salem.

Sixteen students will attend each seminar. Topics and dates for the sessions are, "The Quest for Beauty," April 5-10, and "Inventiveness: The Social Context," May 3-8.

A total of 24 alternates were also selected for the program.

High school juniors and seniors whose parents are North Carolina residents and members of an Electric Membership Corporation were eligible to apply for the program. They also had to meet strict academic criteria.

The winners will spend four days of intensive, college-level study with top experts at the Smithsonian. Evening events will include a performance at the John F. Kennedy Center for the Performing Arts and a reception with Smithsonian and government officials.

This is the second series of seminars that has been conducted as a result of grants from the Reynolds Foundation. A similar grant was awarded to N.C. AEC in 1979 for three seminars which were held in 1979 and 1980. They involved 45 students.

The winners and alternates represent 22 of the state's 28 EMCs, along with Blue Ridge Mountain EMC in Young Harris, Ga.

The students selected to attend the "Quest for Beauty" seminar, listed by EMCs are:

**Blue Ridge EMC, Lenoir** — Jennifer Anne Poe, daughter of Mr. and Mrs. Kent Poe of Rt. 1, Jefferson; Gregory Simon Rokoske, son of Dr. and Mrs. Thomas L. Rokoske of Boone.

**Brunswick EMC, Shallotte** — Linda Gray Faulk, daughter of Mr. and Mrs. Grover Faulk of Rt. 1, Nakina.

**Davidson EMC, Lexington** — Carolyn Kay Wray, daughter of Mrs. Isabelle Freeman Wray of Rt. 2, Stoneville.

**Four County EMC, Burgaw** — Malcolm Darrell Jones, son of Mr. and Mrs. Ernest C. Jones of Chinquapin.

**French Broad EMC, Marshall** — Laurie Fetzner Melvin, daughter of Mr. and Mrs. Robert Melvin of Mars Hill; Terry Wayne Buchanan, son of Mr. and Mrs. Ray Buchanan of Rt. 2, Green Mountain.

**Halifax EMC, Enfield** — James Alan Phelps, son of Mr. and Mrs. James E. Phelps of Scotland Neck.

**Piedmont EMC, Hillsborough** — James Malcolm Hawkins, son of Mrs. Doris G. Hawkins of Rt. 1, Timberlake.

**Randolph EMC, Asheboro** —

Patricia Jo Snider, daughter of Mr. and Mrs. E. D. Snider of Rt. 1, Staley.

**Roanoke EMC, Rich Square** — Lynette Boone, daughter of Mr. and Mrs. Harold Boone of Rt. 2, Gates.

**Rutherford EMC, Forest City** — Reginald Holt Walker, son of Mr. and Mrs. Jerry Reginald Walker of Rt. 1, Cherryville.

**Tideland EMC, Pantego** — Dawne Coble, daughter of Mr. and Mrs. D. Scott Coble of Rt. 1, Swain Quarter; Henry Theodore Foreman, son of Mrs. Phrocine F. Foreman of Rt. 2, Belhaven.

**Union EMC, Monroe** — Donna Ruth Long, daughter of Mr. and Mrs. Bill Thomas Long of Indian Trail; David Marshall Sherwood, son of Mr. and Mrs. Henry H. Sherwood of Wingate.

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## 24 Alternates Named

A total of 24 students were selected for an honorable mention list, which will be used as a resource for alternates to attend the seminars in the event that any of the winners cannot attend. They are:

**Blue Ridge EMC, Lenoir** — James Anthony Brooks, son of Mr. and Mrs. James Brooks of Rt. 1, West Jefferson; Joy Frances Marcum, daughter of Mr. and Mrs. Maurice Marcum of Boone. **Blue Ridge Mountain EMC, Young Harris, Ga.** — Wayne Andy Beaver, son of Mr. and Mrs. Andy Beaver of Rt. 7, Murphy. **Brunswick EMC, Shallotte** — James Hubert Edwards, son of Mr. and Mrs. James Horry Edwards of Rt. 3, Tabor City; Robin Gayle Strickland, daughter of Mr. and Mrs. Robert Strickland of Rt. 1, Whiteville. **Carteret-Craven EMC, Morehead City** — Victoria Lyn Wysocki, daughter of Mrs. Linda R. Wysocki of Rt. 1, Newport. **Crescent EMC, Statesville** — Patsy Yvonne Gilstrap, daughter of Mr. and Mrs. James E. Gilstrap of Rt. 1, Mooresville; Thad Cleveland Johnson, son of Mr. and Mrs. R. C. Johnson Jr. of Rt. 14, Statesville. **Davidson EMC, Lexington** — Andrew George Philpot, son of Mr. and Mrs. Laurence C. Philpot of Rt. 5, Lexington. **Edgecombe-Martin County EMC, Tarboro** — Mary Rena Smith, daughter of Mr. and Mrs. Silas E. Smith of Rocky Mount. **French Broad EMC, Marshall** — Timothy Neal Clark, son of Mr. and Mrs. Bill N. Clark of Rt. 2, Mars Hill. **Haywood EMC, Waynesville** — Julie Alice Chason, daughter of Mr. and Mrs. Larry Chason of Rt. 1, Lake Toxaway; Deanna Lynn Curtis, daughter of Mr. and Mrs. James F. Curtis of Rt. 2, Clyde. **Jones-Onslow EMC, Jacksonville** — Nancy E. Slovik, daughter of Lt. Col. and Mrs. Frank Slovik of Hubert. **Lumbree River EMC, Red Springs** — John Nelson Oxendine, son of Mr. and Mrs. Larce Oxendine of Rt. 1, Pembroke. **Knott EMC, Wadesboro** — Kristin Terkanian, daughter of Mr. and Mrs. Glenn R. Forsythe of Fayetteville. **Pea Dee EMC, Wadesboro** — Sara Ruth Presson, daughter of Mr. and Mrs. James H. Presson of Wingate. **Piedmont EMC, Hillsborough** — Karyn Anne Gates, daughter of Mrs. Margaret Gates Williams of Rt. 2, Hillsborough. **Randolph EMC, Asheboro** — Linda Suzanne Wright, daughter of Mr. and Mrs. Kelvin D. Wright of Rt. 1, Staley. **Roanoke EMC, Rich Square** — Claxton F. Stallings Jr., son of Mr. and Mrs. Claxton F. Stallings of Rt. 1, Belvidere. **Tideland EMC, Pantego** — Terry Lee Cooper, son of Mr. and Mrs. Talmage O. Cooper of Rt. 1, Pantego. **Union EMC, Monroe** — Melanie Carol Trull, daughter of Mr. and Mrs. Olin C. Trull of Rt. 9, Monroe. **Wake EMC, Wake Forest** — William Andrew Foley, son of Mr. and Mrs. Raymond L. Foley of Rt. 1, Creedmoor; Yolanda Michelle Foster, daughter of Mr. and Mrs. James Foster of Rt. 1, Kittrell.



# Seminars

The students selected to attend the "Inventiveness: The Social Context" seminar are:

**Brunswick EMC, Shallotte** — Wendy Renee McDaniels, daughter of Mr. and Mrs. Thomas McDaniels of Rt. 1, Clarendon.

**Central EMC, Sanford** — Lynda Annette Davidson, daughter of Mr. and Mrs. Fred Davidson of Rt. 2, Carthage.

**Crescent EMC, Statesville** — Mary Sue Neal, daughter of Mr. and Mrs. Ralph J. Neal of Rt. 3, Yadkinville.

**Davidson EMC, Lexington** — Donnie Lee Goins, son of Mr. and Mrs. Roy Lee Goins of Rt. 2, Madison; Edward Glenn Echerd, son of Mrs. Deanna Echerd of Rt. 2, Denton.

**Edgecombe-Martin County EMC, Warboro** — Sherryl Dianne Taylor, daughter of Mr. and Mrs. James A. Taylor of Pinetops.

**French Broad EMC, Marshall** — William Mark Ingram, son of Mr. and Mrs. W. C. Ingram of Bakersville.

**Haywood EMC, Waynesville** — Mary Myelinda McCall, daughter of Mr. and Mrs. Lloyd McCall of Star Rt. 1, Balsam Grove.

**Jones-Onslow EMC, Jacksonville** — Jeffrey Paul Stoddard, son of Mr. and Mrs. Sheldon T. Stoddard of Rt. 1, Neads Ferry.

**Lumbee River EMC, Red Springs** — John Wayne Locklear, son of Mrs. Bessie Mae Locklear of Rt. 2, Embroke.

**Pee Dee EMC, Wadesboro** — Mary LaFoye McLendon, daughter of Mr. and Mrs. Floyd Lee McLendon of Rt. 5, Wadesboro; Ernie Wade Nance, son of Mr. and Mrs. Charles Nance of Rt. 1, Beachland.

**Randolph EMC, Asheboro** — William Nelson Wilder, son of Mr. and Mrs. William Wilder of Rt. 3, Asheboro.

**Surry-Yadkin EMC, Dobson** — Annette Renae Hill, daughter of Mrs. Virginia G. Hill of Rt. 2, Westfield.

**Tideland EMC, Pantego** — Elizabeth Fair Farrow, daughter of Mr. and Mrs. William B. Farrow of Engelhard.

**Wake EMC, Wake Forest** — Ronnie Franklin Wrenn, son of Mr. and Mrs. Claude Lee Wrenn Jr. of Rt. 2, Wake Forest.

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September 8, 1980

**EMC ANNUAL  
MEETINGS  
CALENDAR...**



Date	Electric Membership Corporation	Time	Location
May 2	Halifax, Enfield	Registration: 12:30 p.m. Business Meeting: 2 p.m.	Enfield High School
15	Harkers Island	7:30 p.m.	Harkers Island Elementary School
June 13	Blue Ridge, Lenoir	Registration: 8-10 a.m. Business Meeting: 10 a.m. - 12 noon	Ashe Central High School, Jefferson

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# Lady Plugs In Zoysia Grass Saves Time, Work & Money

## FREE! UP TO 600 PLUGS WHEN YOU ORDER NOW!

By Jack T. Johnson  
Agronomist

Every year I watch people pour time and money into lawns that fail them just when they want their lawns the most.

I see them reseed, feed, water, weed and mow, mow, mow! When it turns to hay in mid-summer, I feel like calling out, "For Heaven's sake, when are you going to stop throwing money away and switch to Amazoy Zoysia Grass."

In comparison, I'm always happy to get letters from people who have plugged in my Amazoy Zoysia Grass, because they write to tell me how beautiful their lawns are even in midsummer heat and drought.

### "MOWED IT 2 TIMES," WRITES WOMAN

For example, Mrs. M. R. Mitter writes me how her lawn "...is the envy of all who see it. When everybody's lawns around here are brown from drought ours just stays as green as ever. I've never watered it, only when I put the plugs in... Last summer, we had it mowed (2) times. Another thing, we never have to pull any weeds—it's just wonderful!"

Wonderful? Yes, Amazoy Zoysia Grass IS wonderful! Plant it now and like Mrs. Mitter you'll be mowing by ⅓... never have another weed problem all summer long the rest of your life!

And from Iowa came word that the State's largest Men's Garden Club picked a Zoysia lawn as the "top lawn—nearly perfect" in its area. Yet this lawn had been watered only once all summer up to August!

### PERFECT FOR SLOPES

If slopes are a problem, plug in Amazoy and it stops erosion. Or plug it into hard-to-cover spots, playworn areas, etc.

### CUTS YOUR WORK, SAVES YOU MONEY

Your deep-rooted, established Amazoy lawn saves you time and money in many ways. It never needs replacement... ends re-seeding forever. Fertilizing and watering (water costs money, too) are rarely if ever needed. It ends the need for crabgrass killers permanently. It cuts pushing a noisy mower in the blistering sun by ⅓.

### WEAR RESISTANT

When America's largest University tested 13 leading grasses for wear resistance, such as foot scuffing, the Zoysia (matrella and japonica Meyer Z-52) led all others.

Your Amazoy lawn takes such wear as cookouts, lawn parties, lawn furniture, etc. Grows so thick you could play football on it and not get your feet muddy. Even if children play on it, they won't hurt it—or themselves.

### CHOKES OUT CRABGRASS

Thick, rich, luxurious, established Amazoy grows into a carpet of grass that chokes out crabgrass and weeds all summer long. It will NOT winter kill. Goes off its green color after killing frosts. Begins regaining its green color at the time when the temperature in the spring is consistently warm. This, of course, varies with climate.

### NO NEED TO RIP OUT PRESENT GRASS

Now's the time to order your Amazoy Zoysia plugs—to get started on a lawn that will choke out crabgrass and weeds all summer long and year after year.

Plug it into an entire lawn or limited "problem areas." Plug it into poor soil, "builder's soil," clay or sandy soils—even salty, beach areas, and I guarantee it to grow!

### Your Own Supply of Plug Transplants

Your established Amazoy lawn provides you with Amazoy Zoysia plugs for other areas as you may desire.

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- AMAZOY WON'T WINTER KILL—has survived temperatures 30° below zero!
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Every plug must grow within 45 days or we replace it free. Since we're hardly in business for the fun of it, you know we have to be sure of our product.

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Just set Amazoy plugs into holes in ground like a cork in a bottle. Plant 1 foot apart, checkerboard style.

When planted in existing lawn areas plugs will spread to drive out old, unwanted growth, including weeds. Easy planting instructions with order.

### NO SOD, NO SEED

There's no seed that produces winter-hardy Meyer Z-52 Zoysia. Grass and sod or ordinary grass carries with it the same problems as seed—like weeds, diseases, frequent mowing, burning out, etc. That's why Amazoy comes in pre-cut plugs...your assurance of lawn success.

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## Country Kitchen



### COUNTRY KITCHEN RECIPE

Submitted by Mrs. Melvin Ezell of Charlotte

#### EASY LEMON CHESS PIE

#### EASY LEMON CHESS PIE

It sometimes seems as if every cookbook you pick up has page after page of lemon pie recipes. Of course, it is an all-time favorite dessert and recipes abound for it. But this one is special, and you're in for a real treat. By using a whole lemon, you really get the tangy lemon flavor, and there couldn't be an easier recipe. It's a refreshing springtime dessert.

1 whole lemon  
½ C. water  
1 C. sugar

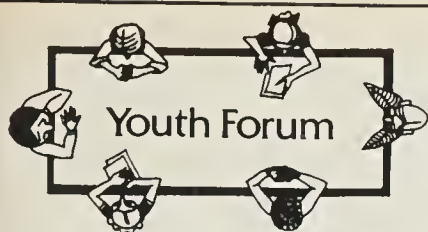
2 eggs  
2 T. plain flour  
¼ C. margarine

Cut lemon in cubes and remove seeds. Cut margarine in small pieces. Place all ingredients in blender and blend thoroughly (about two minutes). Pour into unbaked 9-inch pie shell. Bake at 325° for 25 minutes.

Delicious with or without whipped cream.

If you would like to share a recipe with this column, send it to: CAROLINA COUNTRY, P.O. Box 27306, Raleigh, NC 27611. We pay \$5. for published recipes and present each monthly winner a set of 50 recipe cards with the winning recipe printed on them.





## WHAT SHOULD PRESIDENT REAGAN'S FIRST PRIORITY BE DURING HIS FIRST FEW MONTHS IN OFFICE, AND WHY?

In my opinion, President Reagan's first concern should be the economy. As he stated in his first speech, we're in the worst "economic mess" since the Great Depression of the thirties. We must do something to end our economic woes, before it's too late. It will take an organized effort between every person in the U.S. to even make a dent in the problem. I don't think President Reagan can solve all of our economic problems in four years. I'm sure that it will take many years, and the efforts of many presidents, to end this havoc.

**Randy A. Riddle**  
West Jefferson

*Randy is a sophomore at Ashe Central High School and enjoys collecting stamps, old phonograph records, and tapes, records and transcriptions of radio programs. He and his parents, Mr. and Mrs. Marvin Dale Riddle, are served by Blue Ridge EMC, West Jefferson.*

I feel that during President Ronald Reagan's first few months in the White House, his first priority should be to restore confidence in our great democracy. Americans have lost not only confidence in one of man's oldest and most important institutions, but also in those who have been chosen to lead and guide our country.

I honestly feel that President Reagan can best restore the American dream by proving to America and to the rest of the world that his leadership will be changed under his administration. Most of all, President Reagan should spend these first few months convincing the people that he, along with his cabinet, is

ready, willing and able to live up to the voters' expectations of leadership.

**Audrey Lee Robinson**  
Ivanhoe

*Audrey is a junior at Union High School and enjoys fishing, traveling, cooking and sports. She and her guardian, Mrs. Annie Mae Robinson, are served by Four County EMC, Burgaw.*

I feel President Reagan's first priority in his first few months in office should be our country's economic problem. We are so far in debt it is unreal. I think President Reagan is making the right budget cuts. It will take more than a few months to get America out of its debts. President Reagan said he hopes to have a balanced budget by the end of his presidential term. If we don't make the budget cuts now, we'll grow deeper into debt.

**Lee Hobgood**  
Oxford

*Lee is a junior at Webb High School and enjoys listening to radio programs and playing basketball. He and his grandmother, Mrs. Catherine Hayes, are served by Wake EMC, Wake Forest.*


I feel that President Reagan's first priority should be to work toward a stronger, more stable economy for the U.S. I also feel that he should increase the productivity of the U.S. and establish better relationships with foreign countries that the U.S. once had.

**Rita Irwin**  
Sparta

*Rita is a student at Alleghany High School and enjoys swimming, horseback riding, motorcycle riding and the outdoors. She and her parents, Mr. and Mrs. Kemp Irwin, are served by Blue Ridge EMC, Sparta.*

## NEXT QUESTION: What can be done to decrease the rising crime rate in the U.S.?

If you have a good answer, send it to **YOUTH FORUM**, Carolina Country, P.O. Box 27306, Raleigh, NC 27611 immediately. Tell us a few facts about yourself—your age, school, hobbies, etc. Include your parents' name and the name of the corporation serving you. If your answer is published, we will send you \$5. If you want to submit a question, send it along and for each one used, the sender will receive a \$5 check.



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# Do Your Own Thing



## Weave On A Cardboard Loom

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There are several handy hints included to help you make your pillows, table mats, wall hangings, etc. look truly professional. A full-color chart of warp yarns and weft yarns allows you to choose what's right for your particular project design. Instructions are included for different weaves such as: tapestry, Spanish lace, Egyptian knot, plus 7 others. Also, learn about warping the loom, textures and weights, and more.

To obtain WEAVING ON A CARDBOARD LOOM #HH19, please send \$2.75. Another instruction guide you may enjoy includes off-the-loom weaving, #HA57 AMERICANA WEAVING, \$2.25. Both prices include 1st class postage and handling. Send your check or money order to:

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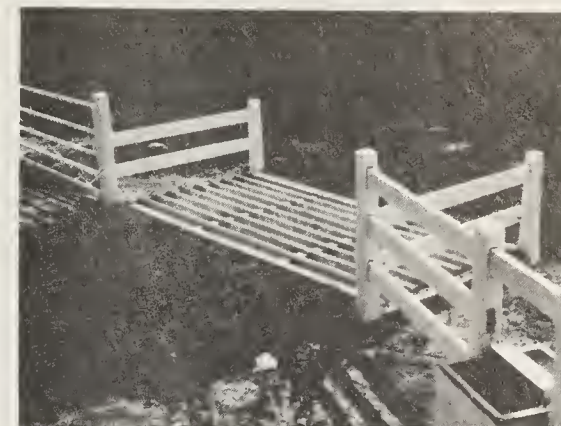


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This Italian Renaissance style fresco titled "The Last Supper," adorns the wall behind the altar at Holy Trinity Episcopal Church in Ashe County. It was painted by Ben Long, a North Carolina native who has become a noted international fresco artist, using models from the local community.



## Renaissance Style Fresco Inspires Rebirth of Abandoned Mountain Church

If you were driving through rural Ashe County on Highway 16 at Glendale Springs, just off the Blue Ridge Parkway, you probably wouldn't even notice a small, unpretentious white frame church by the side of the road.

It's certainly not a likely spot to find a major art work that could very well become a top tourist attraction for the state.

But there it is, gracing an entire wall of the church.

It's a true fresco, in the tradition of the famous Italian Renaissance painters, and it's on the wall behind the altar in Holy Trinity Episcopal Church, a small church that had been abandoned almost 50 years ago.

The artist who painted it, a North Carolina native, is one of the foremost fresco painters in the world.

For over three months last summer, Ben Long of Florence, Italy, formerly of Statesville, worked literally night and day to complete "The Last Supper," an ambitious project to say the least.

The results are breathtaking.

It's impossible to fully describe the impact of seeing the 17 x 19½-foot painting for the first time. Even though the church is currently undergoing extensive renovations and is filled with ladders and building materials, nothing can

detract from this work of art.

The story of "The Last Supper" actually begins in 1973, when Father J. Faulton Hodge, vicar of St. Mary's Episcopal Church at Beaver Creek in Ashe County, attended a party in Blowing Rock and met Ben Long. Long was looking for an Episcopal Church in which to do a fresco, and had been turned down by several churches. When Father Hodge heard about the project, he exclaimed, "We'll take it."

Long went back to Italy for a year and returned to visit St. Mary's, a picturesque little mountain church surrounded by flowers and sitting on a hill above Beaver Creek.

As he stood inside the church, he said, "I feel a great expectancy about this place," and as a result, the first of three frescoes at St. Mary's, entitled "Mary, Great With Child," was created. That same year, Long was presented the Leonardo da Vinci Award as the most promising young artist in Italy.

During the next several years, he painted "St. John the Baptist" (with the help of two students) and the "The Mystery of Faith" at St. Mary's.

While he was working on the project, he visited Holy Trinity Church, and the most recent project was born. He told Father Hodge that if a special wall could be built behind the altar, he would put a fresco on it.

Father Hodge agreed, and the wall was constructed three years ago in preparation for this fourth fresco.

Long returned to the mountain community in May, 1980, to begin the project, but he didn't come alone this time. The project became a class in the art of fresco painting, with 20 students receiving credit for the course. Wilkes Community College supported him as an art professor for the summer, and the N.C. Department of Cultural Resources donated \$3,000 to the project.

The students, ranging in age from 17 to 40, came from as far away as England and Italy, and from Minnesota to Florida.

The students and their families and friends lived on the church grounds during the summer, either in the Mission House across the road, in tents, or in space Father Hodge rented in a nearby school building.

As the word spread about the project, it wasn't at all unusual for Father Hodge to wake up in the morning and see a new tent or two pitched outside on the grounds.

Local residents were suspicious at first of all the "outsiders" coming into the area, but as soon as they discovered the nature of the project and its significance, they quickly became a part of the project in a number of important ways.

"We didn't go without a single





—Calvin Miller

deal the entire summer, thanks to the people in this community," said Father Hodge. "Fresh vegetables, eggs and all varieties of foods would appear almost miraculously."

Local residents also had a part in preparing the materials for the painting, performing an invaluable function for the artists.

To create a fresco, sand, lime and water are mixed together and applied to the wall. The artist then paints directly into the fresh plaster and the painting becomes an integral part of the wall. It is essential that the sand be 100 percent pure, with no mud, silt or anything in it, or the painting will deteriorate in later years.

"Each evening, someone from the community would take a load of plaster home to wash it in preparation for the next day's work," said Father Hodge.

The lime came directly from Italy, from the same site where Michelangelo obtained his lime for

the Sistine Chapel paintings. It had been stored in a monastery in Montecassino for 400 years, according to Father Hodge, and Long was allowed to use it only because he had done a fresco for the chapel at the monastery.

Most of the summer was spent preparing the preliminary sketches and drawings for the fresco and working on portrait studies after the models for the apostles were found. The actual painting of the fresco was done during the last month, with only natural earth pigments being used to create the colors.

All of the models came from the community except for two, said Father Hodge, who was the model for the servant in the painting. Bernard Goss, member services supervisor for the Ashe District Office of Blue Ridge Electric Membership Corporation, served as the model for St. Peter.

The servant is not shown in the fresco's reproduction here. St. Peter is the figure immediately to the left of Christ.

No one modeled for Jesus because, according to Father Hodge,

(Continued on Page 20)



—Bill Francis

**LEFT** — Father Faulton Hodge, vicar of St. Mary's Episcopal Church at Beaver Creek, served as the model for the servant. **ABOVE** — Artist Ben Long works on the preliminary sketches for the fresco.



# Fresco

(Continued from Page 19)

"We don't know what Jesus looked like, and Ben wanted to create a feeling of presence more than visibility because Christ's face is not visible to us."

The fresco is filled with symbols. For instance, each of the apostles has an identifiable characteristic, Matthew, a tax collector, has a money pouch hanging from his waist. Judas has his back to Christ and is walking out of the room. And Father Hodge said his portrayal of the servant symbolizes the fact that, in his profession, he serves the people of his congregation.

Even a small piece of paper in the lower right portion of the painting is a significant footnote for it contains a letter Long wrote to his father, who died two days before he was to attend the fresco's dedication.

Each of the 20 students also completed a fresco during the summer, and the best of their paintings will be displayed at Holy Trinity.

Although the painting has only been up since September, thousands of visitors have descended on the community to view the work. Between October 9 and the first

week in December, Father Hodge registered 9,000 visitors.

"One day, we had seven buses here at once," he said.

Holy Trinity will be opened as a roadside chapel when the restoration is complete in May.

"I want it to be a community church that can be used by all denominations," explained Father Hodge. Both St. Mary's, which has a congregation of about 200 people, and Holy Trinity will be open 24 hours a day so people can visit the churches and see the frescoes at any time.

Father Hodge, who has been the guiding spirit and most enthusiastic supporter of the project, emphasized that all the work is being done through private donations and foundation gifts. He is currently seeking support for the continuing expense of restoring Holy Trinity and maintaining the frescoes.

He sees Holy Trinity, along with the Mission House across the road and the community of Glendale Springs, as becoming a cultural center for that area of the mountains, a place where artists, poets, dancers and musicians can gather "to express their creativity in a peaceful, loving and spiritual atmosphere."

—Patty Shelley

# Books



*The Magical Realm Of Sallie Middleton* with text by Celestine Sibley. Oxmoor House, Birmingham, Alabama. 105 pages.

If, like the artist, you have seen the foxgloves ripen, the violets bloom in the spring, or the Joe-Pye weed push up its purple plumes, you will find *The Magical Realm of Sallie Middleton* a treasured record of the familiar.

If you have never roamed the quiet niches of mountains and coast and stopped to watch a flower listen and know nature in all minute detail, this book will be an exhilarating adventure discovery.

Sallie Ellington Middleton of Asheville, paints the flora and fauna of the South with such delicacy that the honeybee's wings seem to vibrate and seagrasses sway in the wind, but with such vibrancy that a mallard's head shimmers with light — and the smell of water seems to waft from the page.

The text, by Celestine Sibley, an inimitable columnist for the *Atlanta Constitution*, makes the artist as vibrant as her work and gives the reader a sense of camaraderie.

This is a book to be relished on many levels. It is an intriguing tale of an artist's life and work, a breathtaking collection of paintings, and a whimsical puzzle for those who enjoy a challenge.

Almost every painting contains a blue jay feather — sometimes obvious and sometimes tucked away, showing only the tip. It's just plain fun to search for the feather once you read of them in the text.

Don't borrow this beautiful book; buy it.

It will be a book you will return to again and again, and each time you'll likely discover some new turn of a leaf, curve of bark, flicker of feather.

—Frank Jeter

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## Under Agency's Rules

# Ad Claims Must Be Based On Truth

Advertising and its accuracy has been under the watchful eye of the Federal Trade Commission (FTC) and the North Carolina Attorney General's office for quite some time now.

But how many of the claims made in ads can you really believe? The quality of advertising is overseen by the FTC, the federal agency with authority to enforce truth and fairness rules.

### Claims Must Be Supported

This means the FTC does not allow advertising claims about products that cannot be supported, points out Dr. Justine Rozier, extension family resource management specialist, North Carolina State University.

In addition, advertisers can't imply that a product has unique qualities, when such qualities are

in fact common to all similar products.

"The FTC does allow advertisers to use the exact name of competing products in ads," Dr. Rozier says.

### Name Calling Allowed

For example, an ad for a pain reliever can name others in comparison, as long as the claims are true.

If a celebrity or movie star endorses a product in an advertisement, the FTC requires that the person actually use it.

"The courts may hold celebrities personally liable for any false claims made for the products they promote," Dr. Rozier adds.

FTC rules also cover the advertisements for sale items in grocery stores.

Dr. Rozier explains that unless

the ad says the product is available only in a limited quantity, it must be "available at, or below, the stated price during the period stated in the ad."

If supplies are exhausted, the retailers must give customers a "rain check."

### Consumer Protection Offered

Consumers are also protected when it comes to the "two for one sale" or "buy one, get one free" advertisements.

Merchants can't legally increase the regular price of an item or decrease the typical quality or quantity for this type of sale.

For complaints about advertising originating in North Carolina, persons can contact the Consumer Protection Division of the State Attorney General's Office.



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## Media Age Mother Goose

Don Kreger, a free-lance writer from Milwaukee, came up with a clever gimmick for a recent column in the advertising trade magazine *Adweek*.

He's concerned about a soft spot in the efforts of the advertising industry to reach all segments of American society. They're just not reaching the nursery school set, he argues.

His solution? Why not tap the venerable old Mother Goose to begin teaching children about the real world at the earliest possible age?

Here are some of Kreger's sample verses for this *Media Age Mother Goose*:

*Jack be nimble, Jack be quick,  
Jack jumped over the candlestick.  
He skinned his knee and came to grief,  
But Anacin brought him fast relief.*

*Georgey Porgey pudding and pie,  
Kissed the girls and made them cry,  
Poor Georgey acted like a dope,  
He should have gargled first with  
Scope.*

*Humpty-Dumpty sat on a wall,  
Humpty-Dumpty had a great fall,  
He cracked his shell and spilled some  
yoke,  
But he's cheering up with a smile and a  
Coke.*

## A Better Way To Run Book Business Railroad

Advertising may also be partly responsible for another "media age" concern I've had for some time. Mass marketing techniques and inflation are also involved.

I love books. Now, I'm not the fanatical sort who rummages around dusty bookshops looking for rare first editions. I've done my share of rummaging but I'm more likely to be searching through the used paperbacks for something I haven't read.

My love of books edges into the fanatical only in that I seem compelled to *buy* the darn things! Hardbacks, paperbacks, new, old, fiction, non-fiction, how-to, how-not-to, picture books, it matters not—I must own them.

The pleasures to be derived from reading a given book obviously are in no way diminished by the fact that it may have been borrowed from a friend or the public library. But that's another matter entirely from owning the volume, having it always at hand awaiting the proper mood for indulging in its pleasures. That's the luxury of owning a book—being free to choose when you'll read it and at what pace.

Once it's been read, of course, there's further satisfaction to be gained: it can be added to the permanent bookshelf decor, passed along to a friend or traded in for other treasures at my favorite used book emporium.

Budgetary restraints have long since forced this book-junkie to seek his fixes at the discount tables and yard-sale boxes of life. As a result, I've come to appreciate the glories, both past and present, of the paperback book.

I've nothing at all against the hardcover variety. In fact, I take great delight in discovering a clothbound bargain on occasion. I've even been known in a moment of weakness to buy a few of them while they were still new!

Aside from the difference in cost, the paperback is far superior to its clothbound cousin in every way, except durability. It's lighter and easier to hold while reading; can usually be stuffed easily into a coat pocket for easy mobility; and takes up far less space on the bookshelf.

And, the paperback may soon reach a par with the hardback on

durability, judging by the sloppy workmanship I've seen on some clothcovered books recently.

As for the cost, I can't argue that new paperbacks are great bargains—especially when one of the most ballyhooed new softcover novels boasts a price tag of nearly \$4. But this novel—by all appearances pure entertainment—was a best seller at about \$12 a shot.

Surely, there's a better way to run a railroad.

It's clear that most books being mass-marketed in the nation now are not deserving of hardback durability. In substance, they're throw-aways at the outset. Why not package them accordingly? They could be published initially in paperback; then those which prove to have special merit and/or appeal could be given the hardcover treatment.

Sensible, huh? So sensible, in fact, that it'll probably never be tried.

## Ms. Farmer, Where Are You?

Barbara Neaves Farmer, where are you?

That may seem like a strange question for us to be asking, right out of the blue, so to speak. But, the lady in question has been the center of a sort of photographic mystery in our office for the past two or three years.

We've finally decided to see if we can find a solution.

She submitted a number of color slides she'd taken for possible use on the magazine's cover. After examining them, we thought some of them had potential. They were filed for future use, and eventually forgotten.

We ran across them again some time ago and decided we'd write to Ms. Farmer about our using one or more of these slides. Alas, we had no address for her!

That'll be no problem, we said to ourselves, because sooner or later she'll want to know what's become of her slides and she'll write to us about them.

Well, she's either one of the most patient of souls we've ever encountered, or she's simply joined the mobile society and left us—and her slides—behind without a second thought.

If you're still out there, Barbara Neaves Farmer, please let us know where?

—Owen Bisho





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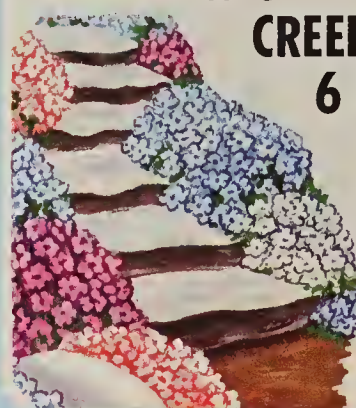
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STATE \_\_\_\_\_

ZIP \_\_\_\_\_

HOW MANY	CAT. NO.	ITEM	COST
	208	Crownvetch (6 for \$1.99 - 12 for \$3.85)	
	205	Creeping Sedum (4 for \$1.50 - 8 for \$2.95)	
	200	Cushion Mums (10 for \$1.98 - 20 for \$3.85)	
	213	Creeping Myrtle (20 for \$1.98 - 40 for \$3.85)	
	204	Creeping Phlox (6 for \$1.50 - 12 for \$2.95)	
	203	Mound Asters (10 for \$1.98 - 20 for \$3.85)	
1	FREE	Giant Hibiscus if order mailed by May 31	0.
6	FREE	Peacock Orchids if order totals \$5.00	0.
6	FREE	Anemones (plus 6 Peacock Orchids) if order totals \$8.00	0.
12	FREE	Oxalis (plus 6 Anemones and 6 Peacock Orchids) if order totals \$12.00	0.

☐ Remittance enclosed, plus 90¢ towards postage and handling. Ship postpaid. **TOTAL \$**

☐ Bill on my credit card, plus 90¢ postage and handling. Ship postpaid. (Check one). **GRAND TOTAL \$**

☐ Master Charge ☐ Visa ☐ Amer. Express **Credit Card #**

**Exp. Date** \_\_\_\_\_

**MICHIGAN BULB CO., 1950 Waldorf, Grand Rapids, Mich. 49550**

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COLLECTION, N CAROLINA  
TAPEL HILL  
MC 27514  
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